
VOKHUM FEST: A SPECIALIZED INTEGRATED MARKETING COMMUNICATION EVENT TOWARDS SMALL MEDIUM ENTERPRISES BRAND MANAGEMENT AND YOUTH SOCIAL WELFARE

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ABSTRACT

Integrated Marketing Communication is an essential concept in marketing field. It is used worldwide to marketing and communicating in vary kind of business both in big enterprise or small enterprise. This article describes the implementation of IMC on an event marketing called Vokhum Fest as a community engagement program. The event is a collaboration between Vocational Education Program Universitas Indonesia lecturers, assistant lecturers, students and 12 Small Medium Enterprises (SMEs) in Jakarta Greater Area ranging from products to services also for the most part organized by youth. The purpose and benefits of this research are to see the impact of the IMC implementation that has been developed by students on SMEs partners and also to enrich the literature discussion on the topic of IMC and SMEs. It argues that IMC plan contribute positively to SMEs brand management and its social welfare by generating income in short term and manage long term brand value. The method of this study is qualitative by means of interview and observation within 12 SMEs in Jakarta Greater Area. The paper argues that SMEs brand resonances better throughout online amplification of digital marketing, yet it also requires offline activity to engage with the consumer, customer, prospect, employee and stakeholders in public by establish event marketing such as Vokhum Fest.

Keywords: Integrated Marketing Communication, Small Medium Enterprise, Brand Management, Digital Marketing, Event Marketing, Youth, Social Welfare.

ABSTRAK

Komunikasi Pemasaran Terpadu merupakan konsep esensial dalam bidang pemasaran. Ini digunakan di seluruh dunia untuk memasarkan dan berkomunikasi dalam berbagai jenis bisnis baik di perusahaan besar maupun perusahaan kecil. Artikel ini menjelaskan implementasi IMC pada event marketing yang disebut Vokhum Fest sebagai program pelibatan komunitas. Acara tersebut merupakan kerjasama antara dosen Program Pendidikan Vokasi Universitas Indonesia, dosen pendamping, mahasiswa dan 12 Usaha Kecil Menengah (UKM) di Jabodetabek mulai dari produk hingga jasa juga yang sebagian besar diselenggarakan oleh kaum muda. Tujuan dan manfaat penelitian ini adalah untuk melihat dampak dari implementasi IMC yang telah dikembangkan oleh mahasiswa pada UKM mitra serta untuk memperkaya pembahasan literatur topik IMC dan UKM. Ia berpendapat bahwa rencana IMC berkontribusi positif bagi manajemen merek UKM dan kesejahteraan sosialnya dengan menghasilkan pendapatan dalam jangka pendek dan mengelola nilai merek jangka panjang. Metode penelitian ini adalah kualitatif melalui wawancara dan observasi pada 12 UKM di Jabodetabek. Makalah ini berpendapat bahwa merek UKM beresonansi lebih baik selama amplifikasi pemasaran digital online, namun juga membutuhkan aktivitas offline untuk terlibat dengan konsumen, pelanggan, prospek, karyawan, dan pemangku kepentingan di depan umum dengan membangun pemasaran acara seperti Vokhum Fest.

Kata Kunci: Komunikasi Pemasaran Terintegrasi, Usaha Kecil Menengah, Manajemen Merek, Pemasaran Digital, Pemasaran Acara, Pemuda, Kesejahteraan Sosial.

INTRODUCTION

Small Medium Enterprises (SMEs) in Indonesia are currently moving with the support of a more qualified digital marketing and many young people from millennial groups by empowering social media (Ministry of Communication and Information Technology, 2017). According to Pew Research (2019) millennials were born in 1981 and 1996. Those youth were estimate contribute significant in shaping Indonesia SMEs and economic in the future. Indonesian SMEs face many problems related to entrepreneur things both internal or external. Metasari (2018) divide internal factors into education, experience, skill and funding while the external factors are public services (facility and institutional), local economic growth, banking or investor roles, as well as regional minimum wage policy. On the other hand, Integrated Marketing Communication (IMC) provide a holistic approach to the marketing of a product or service up to its evaluation. It is argued that IMC is not only applicable within big enterprises scale but also suitable for SMEs. A good plan of IMC in SMEs may lead to good brand management at the end.

Gurău (2008) states IMC can be represented as a strategic answer to the social and business conditions of the postmodern society whereas youth take part particularly in digital marketing. Marketing in SMEs is a contentious issue among both academics and practitioners. In keeping with the broader marketing theory, the integrated marketing communications (IMC) theory also suggests a strategic and operational approach to communication that has been interpreted in terms of the integrated activities that organizations undertake when communicating. Gabrielli and Balboni (2010) characterize the aim of IMC practice in SMEs is to empirically describe and considering different elements of communication integration: messages, activities, organizational process, and goals. Beverland et al., (2007) stressed the importance of brand management is well supported by academic research, and brands are generally recognised as assisting companies to build both differentiation and sustainable competitive advantage.

Hill (2001) characterized marketing in SMEs as disorganized and unplanned, although some SMEs do engage in formal and conventional marketing practices like marketing planning. Furthermore, Parry et al., (2012) concludes SMEs that do make and follow a

marketing plan should benefit as the activity has been found to be one of the key factors of successful marketing in SMEs. Hill (2001) predicted that formal marketing planning in SMEs would increase as a younger generation with a more specialized management education became managers. Digitization has become part of our daily routines and it also shaping the form of marketing communication. It converts simultaneously with the traditional ways in which consumers and businesses interact with each other. Digitization, and especially social media, have been claimed to transform consumer behaviour. It is argued therefore that digital marketing is important for SMEs to communicate and engage with audience. SMEs likely would benefit from participating in and developing a digital marketing strategy, and the lack of such a strategy broadens the performance gap between large and small businesses due to reduced opportunities to reach target markets and stimulate sales growth. Thus, compared to large businesses, small businesses have different digital footprints and technology adoption speeds.

The use of digital marketing within IMC paradigm in SMEs is expected to contribute social welfare especially in youth to achieve a better standard of living and become a problem solution to poverty issue. Adi (2008) argues that better standard of living is not only measured economically and physically but also considers social, mental, and spiritual aspects of life. Empowerment and local economic development throughout SMEs in youth are expected to be used as a way out in answering this problem. Empowerment of youth SMEs is very important to do during globalization and high competition, which makes MSMEs must be able to face global challenges. Various ways can be done such as increasing product and service innovation, developing human resources and technology, and expanding the marketing area using IMC method.

Vocational Education Program Universitas Indonesia as an educational institution propose a marketing event to 12 SMEs within Jakarta Greater Area called Vokhum Fest. This marketing event is a part of community engagement conducted by lecturers, assistant lecturers and student as showcase to the final project of IMC course. This special event brings SMEs and customers in a certain period and time to build brand engagement and manage its brand. Brand engagement signifies the

importance of a brand to the consumers who decide to engage with it. Cleopatra et al., (2018) considered that consumers had to be trained on what the brands mean, and the reputation of the brand in the minds of various external audiences was very much dependent on the elements of the internal brand identity that the brand support team had chosen to communicate to the market. Veloutson and Guzman (2017) observe in the last 25 years, a lot of new ideas have been introduced in the area of brand management dramatically changing the field. These changes were driven by factors such as changes in the way that consumers think about, approach and consume brands, technological changes and an increased need for brand accountability. Over time, the field of brand management became increasingly important as brands were recognized as key drivers for business success. The purpose and benefits of this research are to see the impact of the IMC implementation that has been developed by students on UMKM partners and to enrich the literature discussion on the topic of IMC and SMEs.

LITERATURE REVIEW

Integrated Marketing Communication (IMC)

IMC is defined “an on-going, interactive, cross-functional process of brand communication planning, execution, and evaluation that integrates all parties in the exchange process in order to maximize mutual satisfaction of each other's wants and needs” (Duncan and Mulhern, 2004). IMC is evolving as a strategic management process that involves the interweaving of activities and procedures crossing traditional departmental boundaries, employing the knowledge and skills of specialists and non-specialists alike to bring together all responsibilities for communication (Ratnatunga and Ewing, 2009). Furthermore, it is a process driven by, and responsive to, customer data, understanding stakeholder perceptions about the brand, the role of traditional and emerging channels, and recognizes that increased brand equity reflects the outcome of efficient and effective customer and stakeholder relationships (Burmman, Jost-Benz, and Riley, 2009).

IMC plays an important role in contributing to the building of brand equity, which is the stored value, built up in a brand, used to gain market advantage (Srivastava, Fahey, and Shervani, 2000). There are several benefits associated with developing an IMC

capability. It helps firms focus their resources (time, effort, and financial) against “best” customers and prospects via “outside-in” thinking, which starts with the customer rather than determining what is to be said and then looking for prospects to whom to say it. It is designed to bring all the marketing and communication elements into a credible, persuasive, meaningful, and measurable process that can be evaluated for effectiveness and efficiency. It consequently encourages the cohesive coordination of all the firm's communication activities into a whole via a common firm-wide framework. Finally, it facilitates the effective use of external resources and internal capabilities to achieve maximum results (Ratnatunga and Ewing, 2009).

Digital Marketing

Digital marketing is a new approach to marketing, not just traditional marketing boosted by digital elements (Järvinen et al., 2012; Liu, Karahanna and Watson, 2011; Rowley, 2008). It has its own characteristics and dynamics, which should be understood in order to be able to select effective marketing tactics and strategies. Digital channels can be classified in various ways. One way to classify the channels is to present them based on the viewpoint of which party controls the communications (the company or the target audience) and whether communications is one-way or two-way.

The concept of digital marketing was first used in the 1990s, although at that time, it was mainly about advertising to customers. However, during the decade of 2000 and 2010, with the emergence of new social and mobile tools, the concept was expanded. It was transformed from an advertising-oriented technique for users, to a concept of creating an experience that engages with them (Brosnan, 2012). According to Kannan (2017), digital Marketing has turned into an essential tool to compete in the market since everyone is unintentionally immersed into the digital era, its usage is the most efficient tool to reach potential consumers.

Higon (2012) argues that the digital era can be a potential for SMEs competitive advantage as cost-reducing or efficiency-enhancing tool. The adoption of Internet and Communication Technology (ICT) by SMEs for fulfilling different business needs and associated with SMEs success is researched by Lee and Grewal (2004). Bruhn et al (2012) mentioned

that social media has become an important part of an organization's marketing communications and branding. While Malhotra et al (2013) mentioned that Facebook has become an important channel in engaging consumers and creating brand awareness. Blogging is said to be a good relationship tool for both marketing and Public Relations (Ahuja and Medury, 2010; Cho and Huh, 2010; Singh et al., 2008).

According to the study conducted by Moyle (2012) on 462 SMEs in the USA, many SMEs struggle with the added workload of social media. The study also indicates that SMEs are spending up to six hours each week on social media. Of the tools available, Facebook (90% use) and Twitter (70% use) are the most popular, whereas the adoption of blogging and use of LinkedIn (used by around half of the surveyed SMEs), Google+ and Pinterest remain slow.

Saville et al (2020) study Social Networking Service (SNS) usage from Indonesian audience point of view and point out that Instagram is the most popular SNS (92.8%), LINE (77.8%), YouTube (61.2%), Facebook (58.6%), Twitter (41.6%), Google+ (25.2%), LinkedIn (24.8%), Pinterest (16.2%), Path (14%), and others (10.6%). While, the daily use of SNS varies from less than 10 minutes (1.2%), more than 10 to 30 minutes (13.5%), more than 30 minutes to 1 hour (13%), more than 1 to 2 hours (16%), more than 2 to 3 hours (14.2%), more than 3 to 5 hours (20%), more than 5 to 8 hours (13.5) and even more than 8 hours (8.7%).

METHODOLOGY

This research uses a multiple case study as its research strategy. The focus is not on generalizations but on obtaining in-depth knowledge of a certain phenomenon (Johnston et al., 1999). The empirical data were collected in two phases; first through semi-structured theme interviews followed by a survey. The objective of the interviews was to gather knowledge of the SMEs digital marketing activities, their usage of digital channels and the difficulties experienced in using them. The survey charted digital marketing usage from a wider perspective and contextualized the results from the interviews.

We conducted a semi-structured theme interviews with 12 SMEs owners ranging from product and service sector in Jakarta Greater Area. The SMEs were selected using a subjective sample, since the purpose was to inspect SMEs who were interested in digital marketing but had not fully adopted digital tools as part of their

marketing initiatives within IMC paradigm. Those SMEs partners are mainly owned by youth and promote local product or service.

Those heterogenous range of SMEs enable us to examine the innovation of product or service and brand management practices of SMEs at diverse stages of development. This kind of interview and survey provide insight to the lecturers, assistant lecturers and student to develop IMC campaign for SMEs partners while stressing digital marketing approach and conducting special event with intention of providing engagement session between SMEs and target audience.

RESULTS AND DISCUSSION

Vokhum Fest is an abbreviation of Vokasi Humas Festival. This festival is a form of marketing event created to facilitate student final exam of Integrated Marketing Communication (IMC) course in Vocational Education Program Universitas Indonesia. IMC course was designed to develop student skills by forming an IMC program and IMC tools to selected SMEs partner. The program itself constructed by involving many parties such as lecturer, assistant lecturer, student and SMEs. Lecturer and assistant lecturer were act as a facilitator to the student when they demonstrate active learning method in one semester. In this matter, SMEs partner are the object to study by student in which they involve with it particularly to asses and observe the existing IMC program of SMEs or even develop a brand-new IMC program to SMEs.



Figure 1. Community Engagement Phases

Out of 12 SMEs partner mostly are owned by youth and composed of 5 service SMEs and 7 product SMEs. Lecturer, assistant lecturer and student went through four phases of community engagement in frame with IMC course reflected in figure 1. Student were asked first to find a SMEs of product or service, once they reach agreement to collaborate, it is compulsory for student to do a presentation of the selected SMEs to the lecturer and its assistant. After they present the analysis of SME situation, a team of lecturer, assistant lecturer and student pay a visit to SMEs in order to conduct socialization of IMC course

and the expected outcome of collaboration as seen in figure 2. This kind of collaboration provide hands on experience to the student to bring IMC theory into practice and on the other hand SMEs are assisted by lecturer, assistant lecturer and student for forming an IMC program tailored fit to SMEs needs.



Figure.2 Socialization and Training of IMC to SMEs

The following phase after socialization is training phase to SMEs. In this phase lecturer and assistant lecturer accompanied with student give an IMC material to SMEs, so they can understand, familiar to the term and accepted the program. Assessment and observation of SMEs were further conducted by student and supervised by lecturer and its assistant to gain valuable information regarding communication problem and existing marketing tools (figure 3). That information become a baseline of each SMEs and student are expected to analyze and map out an IMC program accordingly to condition and capability of SMEs. A fruitful discussion between lecturer, assistant lecturer and student were happen back and forth to create a good feedback of SMEs baseline observation so that a program of IMC will be generated precisely as seen in figure 3 below.



Figure 3. IMC Baseline Discussion Between Lecturer, Assistant Lecturer and Student



Figure 4. Program Assistance to SMEs

A proposed IMC program was submitted to lecturer and SMEs by student to gain approval. The IMC program of each SMEs contain of wide-ranging medium of communication, from conventional to up to new media. After it is approved then student move to another phase that is program assistance (figure 4) which occur in 3 months. Lecturer and its assistant always coordinate with student and SMEs during IMC program assistance to make sure that program run appropriate to the timeline and the IMC message on target delivered. The IMC program of each SMEs was heavily relying on digital marketing in particular social media like Facebook, Twitter, YouTube and Instagram. The reason behind the use of social media as part of digital marketing is due to its amount of youth vast user (SMEs target market), the preference of SMEs youth owner and it also considered as a low-cost high impact marketing medium tools for SMEs since many of them have a financial limitation regarding to marketing activation.



Figure 5. Vokhum Fest Poster

There is an event marketing or offline activity at the end of 3 months intensive program assistance called Vokhum Fest. This offline activity looks like bazaar where all the SMEs partners are facilitated by Vocational Education Program Universitas Indonesia by giving a slot of tent to showcase their product or service to the audience. It also aims to balancing the online activities or digital marketing of SMEs provided by lecturer, assistant lecturer and student previously by maximizing social media. Vokhum Fest is a medium where SMEs can engage more intensively with audience. It was held on 17 May 2019 in the boulevard UI Campus, Depok, Indonesia. Prior to the event we also managed pre event publication using vary medium of social media and conventional tools of marketing to invite audience to come (figure 6 and figure 7).



Figure 6. Vokhum Fest with SMEs Partners



Figure 7. SMEs Partners Engagement in Vokhum Fest

By the end of community engagement, we conduct evaluation and program sustainability by interviewing 12 SMEs partners. There are 8 questions for each SMEs to measure the evaluation and sustainability of the program. SMEs find IMC program solved their marketing communication program. 50% SMEs partner agree that IMC program help them to tackle marketing communication problem such as communicating the brand to the audience and targeting message to new market. 33% of 12 SMEs partner find neutral to the IMC program regarding to marketing communication problem. While 17% of SMEs perceive IMC program within Vokhum Fest do not solve SMEs marketing communication problem.

SMEs consider there is an effective communication towards SMEs during the community engagement program. 10 SMEs give rate very good to the effective communication interaction between lecturer, assistant lecturer, student and SMEs. The other 2 SMEs find it good about the communication interaction.

SMEs perceive IMC program complies with Standard Operational Procedure (SOP) of making IMC program that has been told in the training phase. 75% SMEs agree that the process making of IMC program consistent to the SOP. While the other 25% find the process making of IMC program does not suit with the SOP. The SOP of IMC program demonstrate the example of managing a brand and how-to making IMC program independently after this program.

In addition, SMEs also believe that IMC program may empower them in marketing particularly as well as brand management. 10 SMEs agree that this community engagement through IMC program empower them in marketing their product or service. The other 2 SMEs disagree with the IMC program may empower them.

The collaboration in this community engagement program of IMC course require good commitment and collaboration between lecturer, assistant lecturer, student and SMEs as the beneficiaries of this program. There are 50% of SMEs perceived that good commitment and collaboration have occurred during this program, 33% find it neutral to the commitment and collaboration and 17% disagree to the good commitment and collaboration during this engagement program.

We also ask for the quick response adhering to SMEs's IMC problem. It turns out that 85% of the SMEs are approving the quick response to the needs and problem of the IMC and the rest 15% stated disagree to the idea of quick responses.

Vokhum Fest provide not only IMC program to the SMEs but also it forms a mutual relationship between its parties. From the perspective of academic, this event is a laboratory to the student where they can experience and performing all their ideas related to the IMC. On the SMEs side, this event is very practical and helpful to them. There are 58% of the SMEs agree that the form of mutual relationship is good for them, 25% find it neutral and 17% disagree to that idea.

We also look for the effectiveness of the IMC program that has been planned throughout one semester. The most IMC tools that have been used along with the community engagement program are: sales promotion with 9 SMEs applied, followed with marketing events with 7 SMEs practice it, 8 SMEs utilizing digital advertising, 6 SMEs use digital marketing, 4 SMEs experiential marketing, and the at least 3 SMEs employed direct marketing as their IMC tools. Those vary results illustrate various options of IMC tools that can be utilized in one SMEs marketing purpose both online and or offline marketing activity. It is not surprising to see the various results in accordance with the effectiveness of IMC tools since the IMC theory itself aspires to maximize the utilization of all communication media either in conventional media or new media for the purpose of marketing.

CONCLUSION

Vokhum Fest is a marketing event of a community engagement program from Vocational Education Program Universitas Indonesia. It blends with a course called Integrated Marketing Communication and

optimize the collaboration between lecturer, assistant lecturer and student. A group of students are required to meet one SME in Jakarta Greater Area for their partner in one semester. The selected SMEs partner then assisted by lecturer, assistant lecturer and student to develop an IMC program related to the needs of SMEs in marketing their service or product. We try to put IMC to SMEs in order to bring real hands on experience to the student in practicing IMC theory, while SMEs as the beneficiary of the program would receive an IMC program tailored fit to their marketing communication needs. Further, they also may empower themselves by creating their own IMC program after received training of IMC.

The application of IMC within 12 SMEs which mostly owned by youth hopefully can bring positive impact on brand management. It is duty of academicians to spread out the importance of brand management to SMEs since most of them are ignoring the brand management. IMC response to marketing communication problem of SMEs positively by providing solution of integrated message to all of marketing channel, conventional medium or new media. The use of SNS within SMEs practical is in line with the previous research pointing out the maximizing of Instagram, LINE, YouTube, Facebook and Twitter. Furthermore, we suggest addressing the impact of SMEs to the youth social welfare which we find hard to assess in this activity. Therefore, we recommend investigating deeply on the impact of SMEs owned by youth to the youth social welfare.

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